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EXAMINER				
RODRIGUEZ, YANET				
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Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

### Office Action Summary

**Application No.**

10/542,964

**Applicant(s)**

HAYWARD ET AL.

**Examiner**

YANET RODRIGUEZ

**Art Unit**

4112

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --  
**Period for Reply**

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

**Status**

- 1) ☒ Responsive to communication(s) filed on 13 February 2006.
- 2a) ☐ This action is **FINAL**. 2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

**Disposition of Claims**

- 4) ☒ Claim(s) 1-36 is/are pending in the application.
- 4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.
- 5) ☐ Claim(s) \_\_\_\_\_ is/are allowed.
- 6) ☒ Claim(s) 1-11, 13-21, 24-27, 33-36 is/are rejected.
- 7) ☒ Claim(s) 12, 22, 23 and 28-32 is/are objected to.
- 8) ☐ Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

**Application Papers**

- 9) ☒ The specification is objected to by the Examiner.
- 10) ☒ The drawing(s) filed on 21 July 2005 is/are: a) ☐ accepted or b) ☒ objected to by the Examiner.
- Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
- Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

**Priority under 35 U.S.C. § 119**

- 12) ☒ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☒ All b) ☐ Some \* c) ☐ None of:
1. ☒ Certified copies of the priority documents have been received.
  2. ☒ Certified copies of the priority documents have been received in Application No. 10/542,964.
  3. ☒ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

\* See the attached detailed Office action for a list of the certified copies not received.

**Attachment(s)**

- 1) ☒ Notice of References Cited (PTO-892)
- 2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-949)
- 3) ☒ Information Disclosure Statement(s) (PTO/SB/08)  
Paper No(s)/Mail Date 06/23/2006
- 4) ☐ Interview Summary (PTO-413)  
Paper No(s)/Mail Date \_\_\_\_\_
- 5) ☐ Notice of Informal Patent Application
- 6) ☐ Other: \_\_\_\_\_

## **DETAILED ACTION**

### ***Specification***

1. The disclosure is objected to because of the following informalities:

In the Detailed Description of the Invention the phrase "short cuts" should be "shortcuts" [page 3, line 18; page 13, line 16] which needs to be corrected.

In the Detailed Description of the Invention 110 should be 110' [page 13, line 9] which needs to be corrected.

In the Detailed Description of the Invention "Figure 4" [page 13, line 19] and "Figure 3" [page 14, line 3; page 15, line 9] should be "Figure 4A" which needs to be corrected.

Figure 1 illustrates "the user information database" numbered 34 which is listed in the Detailed Description as 32 [page 14, line 17] and 3 [page 29, line 5] which need to be corrected.

Figure 4B illustrates "the drop down menu" numbered 120' which is listed in the Detailed Description as 120 [page 14, line 22] which needs to be corrected.

In the Detailed Description of the Invention 126 should be S126 [page 14, line 22] which needs to be corrected.

In the Detailed Description of the Invention 152 should be S152 [page 17, line 7] which needs to be corrected.

In the Detailed Description of the Invention the phrase "on line" should be "online" [page 18, line 2] which needs to be corrected.

In the Detailed Description of the Invention the word "but" should be "by" [page 18, line 16] which needs to be corrected.

Figure 1 illustrates a "web server" numbered 12 which is listed in the Detailed Description as 14 [page 18, line 14; page 19, lines 7, 9 and 13; page 22, line 9] which needs to be corrected.

Figure 1 illustrates a "processor" numbered 26 which is mislabeled in the Detailed Description as " the address bar" [page 18, line 19] which needs to be corrected.

Figure 1 illustrates a "web page" numbered 42 which is listed in the Detailed Description as 412 [page 19, line 20] which needs to be corrected.

In the Detailed Description of the Invention the word "system" is misspelled [page 21, line 12] which needs to be corrected.

In the Detailed Description of the Invention the phrase "a the menu" should be "the menu" [page 24, line 23] which needs to be corrected.

In the Detailed Description of the Invention the phrase "up date" should be "update" [page 26, line 5] which needs to be corrected.

In the Detailed Description of the Invention "url" should be "URL" since is the beginning of the sentence [page 27, line 2] which needs to be corrected.

In the Detailed Description of the Invention after "domain.tld" there should be a comma [page 27, line 2] which needs to be corrected.

In the Detailed Description of the Invention 188 [page 26, line 22] and S18 [page 26, line 1] should be S188 which needs to be corrected.

In the Detailed Description of the Invention a period is missing after urlgen.bat [page 28, line 16] and the end of the first paragraph [page 29, line 6] which needs to be corrected.

In the Detailed Description of the Invention 226 should be S226 [page 29, line 2] which needs to be corrected.

Figure 6 illustrates a "tabs" numbered 158, 160, 162 and 164 which are listed in the Detailed Description as 158-164 [page 29, line 14] which needs to be corrected.

In the Detailed Description of the Invention S224 should be S244 [page 29, line 22] which needs to be corrected.

In the Detailed Description of the Invention the Figure 11 was not mentioned.

In the Detailed Description of the Invention "Figure 3" should be "Figure 2B" [page 32, line 20] which needs to be corrected.

Figure 24 illustrates a "first tab" numbered 292 which is listed in the Detailed Description as 290 [page 35, line 7] which needs to be corrected.

Appropriate correction is required.

### ***Drawings***

1. The drawings are objected to because the drawings have bad quality, for example Figure 9. Corrected drawing sheets in compliance with 37 CFR 1.121(d) are required in reply to the Office action to avoid abandonment of the application. Any amended replacement drawing sheet should include all of the figures appearing on the immediate prior version of the sheet, even if only one figure is being amended. The figure or figure number of an amended drawing should not be labeled as "amended." If

a drawing figure is to be canceled, the appropriate figure must be removed from the replacement sheet, and where necessary, the remaining figures must be renumbered and appropriate changes made to the brief description of the several views of the drawings for consistency. Additional replacement sheets may be necessary to show the renumbering of the remaining figures. Each drawing sheet submitted after the filing date of an application must be labeled in the top margin as either "Replacement Sheet" or "New Sheet" pursuant to 37 CFR 1.121(d). If the changes are not accepted by the examiner, the applicant will be notified and informed of any required corrective action in the next Office action. The objection to the drawings will not be held in abeyance.

2. The drawings are objected to because in Figure 3, in elements S124 and S128 the word "Stop" should be "Top" and in Figure 11, the links are imported and returned to the page as in Figure 6 not "Figure 3". Corrected drawing sheets in compliance with 37 CFR 1.121(d) are required in reply to the Office action to avoid abandonment of the application. Any amended replacement drawing sheet should include all of the figures appearing on the immediate prior version of the sheet, even if only one figure is being amended. The figure or figure number of an amended drawing should not be labeled as "amended." If a drawing figure is to be canceled, the appropriate figure must be removed from the replacement sheet, and where necessary, the remaining figures must be renumbered and appropriate changes made to the brief description of the several views of the drawings for consistency. Additional replacement sheets may be necessary to show the renumbering of the remaining figures. Each drawing sheet submitted after the filing date of an application must be labeled in the top margin as either

"Replacement Sheet" or "New Sheet" pursuant to 37 CFR 1.121(d). If the changes are not accepted by the examiner, the applicant will be notified and informed of any required corrective action in the next Office action. The objection to the drawings will not be held in abeyance.

3. The drawings are objected to as failing to comply with 37 CFR 1.84(p)(5) because they do not include the following reference sign(s) mentioned in the description: 10 [page 9, line 13; page 14, line 14; page 16, line 5; page 17, line 16; page 20, lines 2, 19, 20 and 24; page 21, line 12; page 22, lines 7 and 11; page 23, line 1; page 24, lines 2, 3 and 18; page 26, line 5] described as shown in Figure 1; 102 [page 11, lines 8, 10, 12 and 16; page 15, lines 4, 8 and 17; page 18, line 1; page 38, line 17] described as shown in Figure 2A; 104 [page 11, lines 8 and 26; page 12, lines 1, 2 and 8; page 13, line 5; page 15, lines 4, 8 and 18; page 18, line 24; page 39, line 27] described as shown in Figure 2A; 112 [page 11, line 23] described as shown in Figure 2A; 118 [page 12, line 9; page 15, lines 6 and 12; page 32, lines 16 and 21; page 33, line 1] described as shown in Figure 2A; 110' [page 12, lines 24; page 13, lines 9; page 14, lines 7 and 8] described as shown in Figure 2B; 102 [page 13, line 18 and 21] described as shown in Figure 4A; 104 [page 13, line 18 and 22] described as shown in Figure 4A; S125 [page 14, line 21] described as shown in Figure 3; 157 [page 25, lines 23 and 25; page 26, line 19; page 29, line 20] described as shown in Figure 6; 176 [page 26, line 6; page 27, line 10] described as shown in Figure 6; 181 [page 26, line 21] described as shown in Figure 6; 179 [page 27, lines 12 and 17] described as shown in Figure 14; S165 [page 27, line 25] described as shown in Figure 7; 227 [page 29, line

11] which seem described as shown in Figure 11; 229 [page 29, line 12] which seem described as shown in Figure 11; 231 [page 29, line 15] which seem described as shown in Figure 11; 233 [page 29, line 18] which seem described as shown in Figure 11; submit 225 [page 29, line 19] which seem described as shown in Figure 11; 177 [page 29, line 26] described as shown in Figure 13; 268, 270, 272, 274, 276, 278 [page 30, line 21,22 and page 33, lines 2, 4, 6 and 7] described as shown in Figure 17; 280 [page 32, line 8; page 34, line 25] described as shown in Figure 18; 272 [page 32, line 13] described as shown in Figure 19; and 401, 402, 403 [page 34, second paragraph]. Corrected drawing sheets in compliance with 37 CFR 1.121(d) are required in reply to the Office action to avoid abandonment of the application. Any amended replacement drawing sheet should include all of the figures appearing on the immediate prior version of the sheet, even if only one figure is being amended. Each drawing sheet submitted after the filing date of an application must be labeled in the top margin as either "Replacement Sheet" or "New Sheet" pursuant to 37 CFR 1.121(d). If the changes are not accepted by the examiner, the applicant will be notified and informed of any required corrective action in the next Office action. The objection to the drawings will not be held in abeyance.

4. The drawings are objected to as failing to comply with 37 CFR 1.84(p) (5) because they include the following reference character(s) not mentioned in the description: S124 shown in Figure 3. Corrected drawing sheets in compliance with 37 CFR 1.121(d), or amendment to the specification to add the reference character(s) in the description in compliance with 37 CFR 1.121(b) are required in reply to the Office



action to avoid abandonment of the application. Any amended replacement drawing sheet should include all of the figures appearing on the immediate prior version of the sheet, even if only one figure is being amended. Each drawing sheet submitted after the filing date of an application must be labeled in the top margin as either "Replacement Sheet" or "New Sheet" pursuant to 37 CFR 1.121(d). If the changes are not accepted by the examiner, the applicant will be notified and informed of any required corrective action in the next Office action. The objection to the drawings will not be held in abeyance.

***Claim Rejections - 35 USC § 112***

5. The following is a quotation of the second paragraph of 35 U.S.C. 112:

The specification shall conclude with one or more claims particularly pointing out and distinctly claiming the subject matter which the applicant regards as his invention.

6. Regarding claim 2, 15, 20, 21, 26, 32 and 34 the phrase "such as" renders the claim indefinite because it is unclear whether the limitations following the phrase are part of the claimed invention. See MPEP § 2173.05(d).
7. Regarding claim 11, 21 and 35 the phrase "preferably" renders the claim indefinite because it is unclear whether the limitations following the phrase are part of the claimed invention. See MPEP § 2173.05(d).

***Claim Objections***

1. Claim 13 is objected to because of the following informalities: "the second set of information" should be changed to "a second set of information". Appropriate correction is required.

2. Claim 12, 22, 23, 28-32 objected to under 37 CFR 1.75(c) as being in improper form because a multiple dependent claim cannot depend from any other multiple dependent claim. See MPEP § 608.01(n). Accordingly, the claims have not been further treated on the merits.

***Claim Rejections - 35 USC § 102***

1. The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless –

(b) the invention was patented or described in a printed publication in this or a foreign country or in public use or on sale in this country, more than one year prior to the date of application for patent in the United States.

2. **Claim 1-7, 9, 11, 13-18 and 24 rejected under 35 U.S.C. 102(b) as being anticipated by U.S. Patent Number 6,026,433 to D'Arlach et al. [hereinafter **Arlach**].**

3. Regarding claim 1, Arlach discloses a web server [column 3, lines 44-46 and lines 53-63, where the server is a web server] comprising a memory [column 3, lines 53-63] and an information processor [column 3, lines 53-55, where the CPU is the information processor], the memory including a stored web page viewable by a remote user [column 3, lines 64-all and column 4, lines 1-10], wherein the stored web page is alterable by the remote user in at least one of appearance and function [column 6, lines 3-12].

4. Regarding claim 2, Arlach discloses everything claimed as above (see claim 1), in addition Arlach further discloses in which the memory [column 3, lines 53-63]

contains one or more addresses such as urls (uniform resource locators) addresses [column 1, lines 23-31], useable by a remote user to locate and view web sites not stored in the memory [column 1, lines 40- 52 and column 9, lines 28-32, where the user can access other web sites in the World Wide Web].

5. Regarding claim 3, Arlach discloses everything claimed as above (see claim 2), in addition Arlach further discloses wherein the address urls can be deleted by a remote user [column 10, lines 12-17 and lines 24-27, where sites have urls] and/or additional address urls created by a remote user can be stored in the memory [column 7, lines 25-40 and column 9, lines 22-36, where the changes are being stored in the memory] and/or the address urls can be edited by a remote user [column 6, lines 21-43, where sites have urls].

6. Regarding claim 4, Arlach discloses everything claimed as above (see claim 2), in addition Arlach further discloses wherein the stored web page comprises one or more links to other web pages corresponding to the stored address urls [column 3, lines 64-all and column 4, lines 1-10, shows the web page being stored; Figure 12, see the right hand side, where the addition of a link to the site is being performed showing that more stored sites (internal) can be added and column 7, lines 25-40].

7. Regarding claim 5, Arlach discloses everything claimed as above (see claim 3), in addition Arlach further discloses wherein when an address url is edited [column 6, lines 21-43, where sites have urls], created [column 7, lines 25-40 and column 9, lines 22-36, where sites have urls] or deleted [column 10, lines 12-17 and lines 24-27, where

sites have urls] a corresponding alteration is made to the link on the stored web page [column 3, lines 64-all and column 4, lines 1-10, shows the web page being stored; column 6, lines 36-43 and column 7, lines 25-40].

8. Regarding claim 6, Arlach discloses everything claimed as above (see claim 4), in addition Arlach further discloses wherein if a link is activated by a remote user the web site accessed which is not stored in the memory is opened as a frame within a stored web page [column 1, lines 40- 52 and column 9, lines 28-32, where all the links in the web page do not have to be stored in the web server mentioned before, they could be from other web servers, see Figure 13, where some of the links are for external websites that will not be stored in the memory of the web server mentioned above and it would open in one of the frames in the picture, specifically in the left hand side frame].

9. Regarding claim 7, Arlach discloses everything claimed as above (see claim 4), in addition Arlach further discloses wherein the address urls are categorized in the memory and the links to other web pages displayed on a stored web page and viewable by a remote user correspond to the address urls of a category selected by the remote user [column 5, 47-65 and Figure 12, categorization of the urls in the site are shown, the user can choose between the different categories and see other sites urls (Contents, External Sites, Home Page, Internal Sites, Mail Service, Phone Services, Help and Search) and the categorization is stored in the memory].

10. Regarding claim 9, Arlach discloses everything claimed as above (see claim 2), in addition Arlach further discloses in which address urls can be downloaded into the memory of the web server from address urls stored in the memory of a computer of a remote user [column 3, lines 53-63, where the server is a web server and column 7, lines 25-40].

11. Regarding claim 11, Arlach discloses everything claimed as above (see claim 1), in addition Arlach further discloses wherein the stored web page comprises an embedded language which accesses other information stored in the memory [column 3, lines 64-all and column 4, lines 1-10] and the web page is viewable by a remote user in a first configuration displaying a first set of accessed information and a second configuration displaying a second set of accessed information the configuration viewed by the remote user [column 7, lines 60-67] depending on an action taken by the remote user [column 8, lines 36-43, where the information in the configurations gets accessed depending in the action taken by the user], wherein either the first set or second set of information and preferably both can be altered by the remote user the altered information stored in the memory [column 6, lines 3-20, where the altered information is stored in the memory; column 8, lines 54-all and lines 1-36, where user changes the information configurations].

12. Regarding claim 13, Arlach discloses everything claimed as above (see claim 7), in addition Arlach further discloses in which the second set of information comprises links to other web sites corresponding to the address urls of a category selected by the

remote user [Figure 12, where the user can see the different urls depending to the category he or she selected].

13. Regarding claim 14, Arlach discloses everything claimed as above (see claim 13), in addition Arlach further discloses in which the first set of information contains areas for categories of address url and there is a configuration for each area displaying a set of information comprising links to other web sites corresponding to the address urls of the category of that area [Figure 12, where the user can see the different urls depending to the category he or she selected in the different areas].

14. Regarding claim 15, Arlach discloses everything claimed as above (see claim 14), in addition Arlach further discloses in which the web site changes from being viewed in the first configuration to a configuration of a category by a remote user selecting, such as by pointing a cursor, the relevant area [column 1, lines 41-54; Figure 12, where the user can see the different urls depending to the category he or she selected in the different areas and the view of the site will change depending of the category the user selects and column 9, lines 22-36, where the user point a cursor and clicks in the relevant area of interest].

15. Regarding claim 16, Arlach discloses everything claimed as above (see claim 1), in addition Arlach further discloses wherein the stored web page comprises a formatted area consisting of a set of data viewable by a remote user wherein the data can be selected by the remote user from a series of sets of data stored in the memory [column

5, lines 47-65 and Figure 12, where a plurality of data sets stored in the memory are present and the user can select from them].

16. Regarding claim 17, Arlach discloses everything claimed as above (see claim 16), in addition Arlach further discloses wherein a set of data stored can be created and submitted to the memory from a remote computer [column 5, lines 46-all and column 6, lines1-20].

17. Regarding claim 18, Arlach discloses everything claimed as above (see claim 17), in addition Arlach further discloses in which the submitted set of data can be reviewed by a second remote computer before that set of data becomes selectable by a remote user [column 4, lines 18-28 and lines 31-42; column 5, lines 59-65 and column 6, lines 10-17, where the server computer is the second remote computer].

18. Regarding claim 24, Arlach discloses everything claimed as above (see claim 16), in addition Arlach discloses wherein the set of data comprise a graphical image and/or html [column 9, lines 10-19 and lines 37-43].

19. **Claim 33, 34 and 36 rejected under 35 U.S.C. 102(b) as being anticipated by International Publication Number WO 00/29982 to Lovbrand [hereinafter Lovbrand].**

20. Regarding claim 33, Lovbrand discloses a web server comprising a memory and information processor, the memory includes the stored web page viewable by a remote user [page 5, lines 6-13; page 9-18 where the web page (document) has to be stored in the memory of the web server and an information processor has to be present in order

for the processes to be performed] , the web server further comprising identification means for identifying remote users wherein a stored web page is viewable to an identified user [page 7, lines 33-37; page 13, lines 11- 25 and lines 31-37], identified users can access web pages hosted by external web servers via the stored web page [page 12, lines 14-20], and the web server allocated an identification number to each identified user [page 12, lines 29-31 and page 13, lines 11- 25 and lines 31-37, where the identification number is just data which uniquely identifies a user, therefore the user profile equates to an identification number], wherein the web server is able to communicate with external web servers and transmit to them the identification number of any user accessing a hosted web page stored on that external web server via the stored web page [page 12, lines 29-37 and page 13, lines 11- 25 and lines 31-37, where the identification number is just data which uniquely identifies a user, therefore the user profile equates to an identification number].

21. Regarding claim 34, Lovbrand discloses a method of facilitating electronic marketing to individuals [page 6, lines 4-8] comprising the steps of:

setting up an electronic address for each individual accessible via a web server [page 15, lines 34-all and page 16, lines 1-2],

requiring the individual to enter security information such as a username and password in order to access their electronic address and allowing the electronic address to be accessible to its corresponding individual over the internet from multiple different computers [page 7, lines 28-37, where in order to have authorize access the password



would be required with the user id; page 2, lines 32-36; page 15, 27-36, where accessibility from multiple different computers is implied through authorization since the user can start the session just using the internet and a computer],

requesting and storing information about individuals [page 15, lines 1-6, where the requested information can be stored after being obtained],

enabling third parties to select individuals based on the stored information [page 10, lines 23-27; page 12, lines 9-13; page 15, lines 14-19; page 16, lines 5-7 and lines 25-29, where the surfing history of the user disclosed enables third parties to select the individuals],

enabling third parties to send marketing material such as advertising to the electronic addresses of the selected individuals [page 10, lines 23-27; page 12, lines 9-13; page 15, lines 14-19; page 16, lines 5-7 and lines 25-29, where the surfing history of the user disclosed enables third parties to select the individuals and send marketing material to the electronic addresses],

requesting feedback from selected individuals and relaying feedback to third parties enabling them to make a decision as to whether to continue sending marketing material to that individual [page 10, lines 23-27; page 12, lines 9-13; page 15, lines 14-19; page 16, lines 5-7 and lines 25-29, where the surfing history of an individual provides feedback for a specific individual and the third parties can rely on it to decide whether to continue sending marketing material to the individual].

22. Regarding claim 36, Lovbrand discloses everything claimed as above (see claim 34), in addition Lovbrand further discloses in which the information requested includes which companies the individual would permit or like to receive material from [page 10, lines 27- 34 and page 11, lines 19-35, where the user defines his or her interest therefore defining which companies he or she would like to receive material from] and/or the individual may select which material that he or she has been sent is displayed [page 12, 9-13 and page 16, lines 25-30, where the links for the advertisement are displayed and the user has the option of selecting to view them or not].

***Claim Rejections - 35 USC § 103***

23. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

24. **Claim 19 rejected under 35 U.S.C. 103(a) as being unpatentable over Arlach**

25. Regarding claim 19, Arlach discloses everything claimed as above (see claim 16), however, Arlach fails to disclose wherein in which a stored set of data has an expiry date, so that when the expiry date is passed the set of data can no longer be selected by remote users. However, the examiner maintains that was well known in the art at the time the invention was made to have a stored set of data have an expiry date, so that when the expiry date has passed the set of data can no longer be selected by

remote users for the purpose of making the advertisements in Figure 15 not available to be selected by the remote users after the events or announcements have passed.

**26. Claim 35 rejected under 35 U.S.C. 103(a) as being unpatentable over Lovbrand.**

27. Regarding claim 35, Lovbrand discloses everything claimed as above (see claim 34), in addition Lovbrand further discloses wherein the electronic address is a web page or a browser and the marketing material is displayed on the webpage or within the browser window [page 12, lines 9-28], however, Lovbrand fails to disclose wherein the marketing material is displayed on the webpage or browser window for over an hour or a day. However, the examiner maintains that was well known in the art at the time the invention was made to have the marketing material displayed on the webpage or browser window for over an hour or a day for the purpose displaying the advertisement only for a certain period of time, like an hour or a day, and displaying another advertisement afterwards.

**28. Claim 8 and 10 rejected under 35 U.S.C. 103(a) as being unpatentable over Arlach in view of U.S. Publication Number US 2002/0095435 A1 to Graham [hereinafter Graham].**

29. Regarding claim 8, Arlach discloses everything claimed as above (see claim 8), in addition Arlach further discloses the links on the web page [column 1, lines 40-54] and the alteration of the links being stored in the memory of the web server [column 6, 20-43], however, Arlach fails to disclose wherein the position of the link(s) on the webpage can be altered by the remote user and the altered position of the link is stored

in the memory of the web server. However, the examiner maintains that was well known in the art have the position of the link(s) on the web page be altered by the remote user and the altered position of the link be stored in the memory of the web server, as taught by Graham.

In a similar field of endeavor Graham discloses a system and method for creating web pages in which ordinary web pages are the interface to the user, and more particularly, web pages representing the site being created by the user. Specially, Graham teaches wherein the position of the link(s) on the web page can be altered by the remote user and the altered position of the link is stored in the memory of the web server [page 4, paragraph 0062; page 1, paragraph 0012; page 3, paragraph 0034, where server has a memory; page 3, paragraph 0044 and page 4, paragraph 0053-0054, where the process is described].

Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Arlach to have the position of the link(s) on the web page be altered by the remote user and the altered position of the link be stored in the memory of the web server for the purpose of allowing the user to arrange the links in the web page in the way that he or she desires.

30. Regarding claim 10, Arlach discloses everything claimed as above (see claim 1), in addition Arlach further discloses one or more graphic icons on the web page [column 1, lines 40-54] and the alteration of the links being stored in the memory of the web server [column 6, 20-43], however, Arlach fails to disclose wherein the stored web page

comprises one or more graphic icons, the position of the icon on the webpage can be altered by the remote user and the altered position of the icon is stored in the memory of the web server. However, the examiner maintains that was well known in the art to have the stored web page comprise one or more graphic icons, the position of the icon on the webpage be altered by the remote user and the altered position of the icon be stored in the memory of the web server, as taught by Graham.

Specially, Graham teaches wherein the stored web page comprises one or more graphic icons, the position of the icon on the webpage can be altered by the remote user and the altered position of the icon is stored in the memory of the web server [page 4, paragraph 0062; page 1, paragraph 0012; page 3, paragraph 0034, where server has a memory; page 3, paragraph 0044 and page 4, paragraph 0053-0054, where the process is described].

Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Arlach to have the stored web page comprise one or more graphic icons, the position of the icon on the webpage be altered by the remote user and the altered position of the icon be stored in the memory of the web server for the purpose of allowing the user to arrange the graphic icons in the web page in the way that he or she desires.

**31. Claim 20 and 21 rejected under 35 U.S.C. 103(a) as being unpatentable over Arlach in view of U.S. Publication Number US 2002/0010626 A1 to Agmoni [hereinafter Agmoni].**

32. Regarding claim 20, Arlach discloses everything claimed as above (see claim 16), however, Arlach fails to disclose a web server which can request payment from a remote user when a set of data is selected and/or can request payment from another party such as the data submitter before that set of data becomes selectable by a remote user. However, the examiner maintains that was well known in the art to have a web server which can request payment from a remote user when a set of data is selected and/or can request payment from another party such as the data submitter before that set of data becomes selectable by a remote user, as taught by Agmoni.

In a similar field of endeavor Agmoni discloses an apparatus and methods for advertising and delivering information over the internet. Specifically Agmoni teaches a web server which can request payment from a remote user when a set of data is selected and/or can request payment from another party such as the data submitter before that set of data becomes selectable by a remote user [page 1, paragraph 0005; page 1, paragraph 0012, where a data submitter would have to pay the web server before displaying the data thru the web sever for the user to select; page 4, paragraph 0048, where the user purchases a product after the selection].

Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Arlach to have the web server request payment from a remote user when a set of data is selected and/or request payment from another party such as the data submitter before that set of data becomes selectable by a remote user for the purpose of to include advertisement and/or other information in the web page and obtain profit from it.

33. Regarding claim 21, Arlach discloses everything claimed as above (see claim 20), in addition Arlach further discloses identification means for identifying remote users [column 7, lines 17-24, where the user can make the profile private, therefore the user would have to have identify himself in order to obtain access; column 8, lines 30-32 and column 10, lines 42-46, where the user has to identify himself to obtain access] and the web server memory [column 3, lines 53-63, where the server is a web server], however, Arlach fails to disclose wherein the web server memory contains information about remote users such as date of birth and gender, and the other party can specify which users will be able to select the submitted data set and preferably wherein the server can request a payment which is dependent on which users or amount of users are specified. However, the examiner maintains that was well known in the art to have the web server memory contain information about remote users such as date of birth and gender, and the other party specify which users will be able to select the submitted data set and preferably wherein the server can request a payment which is dependent on which users or amount of users that are specified, as taught by Agmoni.

Specifically Agmoni teaches identification means for identifying remote users [page 2, paragraph 0019 and page 3, paragraph 0039], the web server memory containing information about remote users such as date of birth and gender [page 1, paragraph 0013; page 2, paragraph 0019 and page 3, paragraph 0039], and the other party can specify which users will be able to select the submitted data set [page 4, paragraph 0042-0048 and page 4, paragraph 0060] and preferably wherein the server can request a payment which is dependent on which users or amount of users are specified [page 3,

paragraph 0035 and page 4, paragraph 0059, where it would be obvious for the server to request a payment to the third party depending of the user to be targeted and the amount of them in order to display the data thru the web sever for the user to select, and in that way generate revenue].

Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Arlach to have identification means for identifying remote users, the web server memory containing information about remote users such as date of birth and gender, and the other party can specify which users will be able to select the submitted data set and preferably wherein the server can request a payment which is dependent on which users or amount of users are specified for the purpose of target the advertisement and/or other information to a particular audience and to include advertisement and/or other information in the web page and obtain profit from it.

**34. Claim 25-27 rejected under 35 U.S.C. 103(a) as being unpatentable over Arlach as applied to claim 1 above, and further in view of Graham and Lovbrand.**

35. Regarding claim 25, Arlach discloses everything claimed as above (see claim 1), in addition Arlach further discloses wherein the web server comprises identification means for identifying remote users [column 7, lines 17-24, where the user can make the profile private, therefore the user would have to have identify himself in order to obtain access; column 8, lines 30-32 and column 10, lines 42-46, where the user has to identify himself to obtain access] and the web server memory [column 3, lines 53-63, where the server is a web server] and wherein a stored web page is viewable to an identified user [column 7, lines 17-24; column 8, lines 30-32 and column 10, lines 42-46]



and alterations to that stored web page, including any alterations to urls corresponding to links on the web page [column 3, lines 64-all and column 4, lines 1-10, shows the web page being stored; column 6, lines 21-43; column 7, lines 25-40; column 9, lines 22-36 and column 10, lines 12-39, where sites have urls] or to change in selection of the set of data to be displayed in the formatted area, are stored in the memory tagged to that identified user [column 5, lines 47-65 and Figure 12, where a plurality of data sets stored in the memory are present and the user can select from them], however, Arlach fails to disclose alterations to the position of a link or icon being stored in the memory. However, the examiner maintains that was well known in the art to have alterations to the positions of a link or icon be stored in the memory, as taught by Graham.

Specifically Graham discloses alterations to the positions of a link or icon being stored in the memory [page 4, paragraph 0062; page 1, paragraph 0012; page 3, paragraph 0034, where server has a memory; page 3, paragraph 0044 and page 4, paragraph 0053-0054, where the process is described ].

Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Arlach to have the alterations to the positions of a link or icon be stored in the memory for the purpose of allowing the user to arrange the links in the web page in a desire way.

However, Arlach and Graham fail to disclose wherein a second differently identified user cannot view information and web pages tagged to the first identified user. However, the examiner maintains that was well known in the art to have a second differently identified

user not be able to view information and web pages tagged to the first identified user, as taught by Lovbrand.

In a similar field of endeavor Lovbrand discloses a better targeting of information on the Internet by defining a user specific profile for each internet user and communicating it to a server, the server being able to access pieces of information or other material and for furnishing the material to users having a user profile that corresponds to said target group, without being dependent on the users current whereabouts on the Web.

Specifically Lovbrand discloses a second differently identified user cannot view information and web pages tagged to the first identified user [page 11, lines 19-35; page 7, lines 28-32 and page 6, lines 16-23, where the profile would not be visible to others except the authorized third parties and the user that created it]

Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Arlach and Graham to a second differently identified user not be able to view information and web pages tagged to the first identified user for the purpose of making the information and web pages private to the user and only viewable by authorize third parties.

36. Regarding claim 26, Arlach, Graham and Lovbrand disclose everything claimed as above (see claim 25), in addition Arlach further discloses the identification means identifies remote users [column 7, lines 17-24, where the user can make the profile private, therefore the user would have to have identify himself in order to obtain access; column 8, lines 30-32 and column 10, lines 42-46, where the user has to identify himself

to obtain access] by requesting information such as a password and checking this information against information stored in the memory [column 8, lines 30-32 and column 10, lines 42-46, where in order to check if the information about the identification of the user is correct it has to be obtain from the memory] and displaying web pages to the user once identified that are tagged to the requested information such as a password [column 10, lines 40-50, where after identifying himself the user is able to display the web pages and make changes to them].

37. Regarding claim 27, Arlach, Graham and Lovbrand disclose everything claimed as above (see claim 25), in addition Arlach further discloses the identification means [column 7, lines 17-24, where the user can make the profile private, therefore the user would have to have identify himself in order to obtain access; column 8, lines 30-32 and column 10, lines 42-46, where the user has to identify himself to obtain access], however, Arlach and Graham fail to disclose wherein the identification means allocates an identification number to each identifiable remote user and allows this number to be accessed by, or gives this number to, external web servers of web pages accessed through the stored web page thereby allowing external web servers to also identify remote users. However, the examiner maintains that was well known in the art to have identification means to allocate an identification number to each identifiable remote user and allows this number to be accessed by, or gives this number to, external web servers of web pages accessed through the stored web page thereby allowing external web servers to also identify remote users, as taught by Lovbrand.

Specifically Lovbrand teaches identification means to allocate an identification number to each identifiable remote user and allow this number to be accessed by, or give this number to, external web servers of web pages accessed through the stored web page thereby allowing external web servers to also identify remote users [page 5, lines 17-24; page 13, lines 11-all and page 14, lines 1-7].

Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Arlach and Graham to have identification means to allocate an identification number to each identifiable remote user and allow this number to be accessed by, or give this number to, external web servers of web pages accessed through the stored web page thereby allowing external web servers to also identify remote users for the purpose of making the information private to the user and only viewable by authorize third parties.

### ***Conclusion***

Any inquiry concerning this communication or earlier communications from the examiner should be directed to YANET RODRIGUEZ whose telephone number is (571)270-7257. The examiner can normally be reached on 8:00AM - 4:00 PM Monday-Friday.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Jefferey Harold can be reached on 5712727519. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

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